

<b>MINOR PROGRAM DESCRIPTION and INFORMATION</b>						
<b>Program Name</b>		<b>Marketing Minor Program</b>				
<b>Faculty/Department Name</b>		<b>Faculty of Economics, Administrative and Social Sciences / Business</b>				
<b>COMPULSORY COURSES</b>						
<b>CODE</b>	<b>COURSE</b>	<b>T</b>	<b>I</b>	<b>L</b>	<b>CREDIT</b>	<b>ECTS</b>
BUS331	Principles of Marketing	3	0	0	3	5
BUS402	Strategic Management	3	0	0	3	6
						<b>Compulsory Courses Total: 11 ECTS</b>
<b>ELECTIVE COURSES</b>						
<b>CODE</b>	<b>COURSE</b>	<b>T</b>	<b>I</b>	<b>L</b>	<b>CREDIT</b>	<b>ECTS</b>
ADV202	Consumer Insights	1	4	0	3	6
BUS314	Digital Transformation in Marketing	3	0	0	3	6
BUS315	Marketing Strategy	3	0	0	3	5
BUS334	Applied Strategic Brand Management	3	0	0	3	6
BUS336	Applied Consumer Behaviour	3	0	0	3	6
BUS401	Research Methods	3	0	0	3	5
BUS404	Data Driven Marketing	3	0	0	3	6
BUS432	Entrepreneurship and New Venture Creation	3	0	0	3	6
BUS435	Supply Chain Management	3	0	0	3	6
NMD202	New Media and Society	2	2	0	3	6
PSYC403	Qualitative Methods in Social Sciences	3	0	0	3	6
						<b>Elective Courses Total: 22 ECTS</b>
						<b>Total: 33 ECTS</b>